

Connected Products: Making energy efficiency smarter

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Connected products as a whole

Right now there is a rapid introduction of exciting new products

Features can include:

- Convenience
- Safety
- Health
- Energy Savings?



Smart Thermostats

How are they turning up the control?

Benefits of smart thermostats



To the customer:

Wi-Fi capabilities add convenience and control

Technology can work around user behavior

Earning opportunities through energy saving rewards, rebates and DR

Opens the door for additional connected home products



To the utility:

Avenue to implement and optimize DR programs

Mitigate peak loads without impacting customer comfort

Provide a verifiable source of kWh and therm savings

Popular tech device draws new people to the utility and energy efficiency space

Who decides if a thermostat is *smart*?

- Retailers
- Online resources
- State TRMs
- Utility requirements
- ENERGY STAR® certification

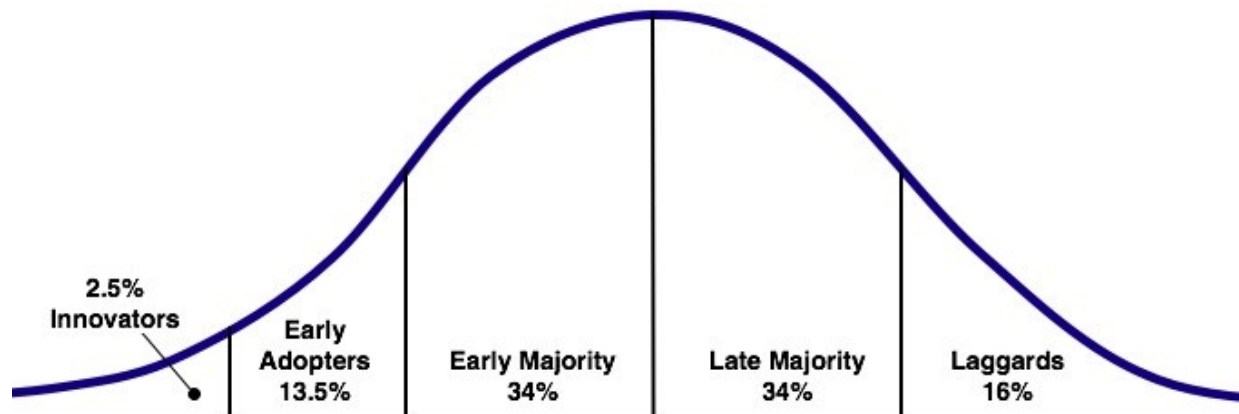


Who's getting connected?

Utility examples of smart thermostat campaigns.

Connecting with your audience

- Digital tactics to reach a savvy early adopter audience
- Increase awareness through retail to drive progress towards early majority
- Educational content to explain, promote and share



Source: Everett Rogers Diffusion of innovations model

Kansas City Power and Light Smart Thermostat Program

Goal: Install 35,000
Nest Learning
Thermostats over 3
years

By the Numbers:

- 10,000+ installations
- 4,620,000 kWh savings over lifetime of product (10 yrs.)

Incentives:

- DI – Free thermostat and installation and a \$25 annual incentive for auto-enroll in rush hour rewards (DR)
- DIY – Free thermostat, \$50 for self-installation, \$25 annual incentive
- BYO - \$100 program participation incentive, \$25 annual incentive

Energy Trust of Oregon: Seasonal Savings Pilot

Goal: Evaluate savings impact of the NEST Season Savings Program

By the Numbers:

- 15,000+ Customers
- 80% opt-in rate

Program:

- Partnership with NEST
- Simple and effective
- No cost to the customer
- Small per device fee to the utility
- Can be done by ZIP code
- Pilot split group evenly into participants and non-participants
- Results pending

Northern Illinois Million Thermostat Initiative

Goal: Install 1 million smart thermostats installed over 5 year period

By the Numbers:

- 80,000+ smart thermostats rebates from Nicor Gas or ComEd since October 2015
- 1,000+ smart thermostats installed by Nicor Gas and ComEd programs

Incentives:

Rebates from \$50 to up to \$100 on smart thermostats

- DI – ecobee installed during home energy assessment for a \$150 customer co-pay
- DIY – Certified product list rebate up to \$150 for self-install
- Professional – Contractor install with rebate up to \$150



Connected Challenges

What do we need to overcome?



Must have verifiable savings

This market space is confusing!

Early adopter appeal

Connectivity challenges

Adding connectivity devices to existing consumer products

Security: “Who is connected to my connected device?”



Connecting the dots

- **Connectivity:** New products need to continue to refine and get better at talking to each other
- **Education:** Consumers, utilities, manufacturers and with each other
- **Testing:** Develop and implement more pilot programs with multiple stakeholders
- **Partners:** Manufacturers continue to look for financial support from energy efficiency programs
- **Savings:** Utilities need products to demonstrate verifiable energy savings

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Thank you